

# Philips Marketing Journey (C)

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PLAY RESPONSIBLY. SVEDKA® Vodka — 40% alc./vol. (80 proof) — distilled from grain. Spirits Marque One, New York, NY.



22:630:586 Marketing Management, Fall 2015



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# Introducing the Future

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- SVEDKA is a brand of vodka manufactured in Kallby, Sweden by the company J&J Nordic in 1998.
- It was introduced to the US by **US Spirits & Marquee in 1999** and now is the second largest importer of vodka in the United States.
- Rated **93 on 100** by Wine Enthusiast and classified as a 'best buy'.



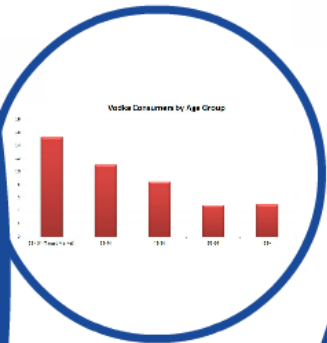
# Segmentation

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Our segmentation is based on **Age and Consumption** behavior

- Regular vodka drinkers tend to be loyal and price conscious, older males
- **Age group 21-35 years\*** - constitutes to **40%** of the vodka market

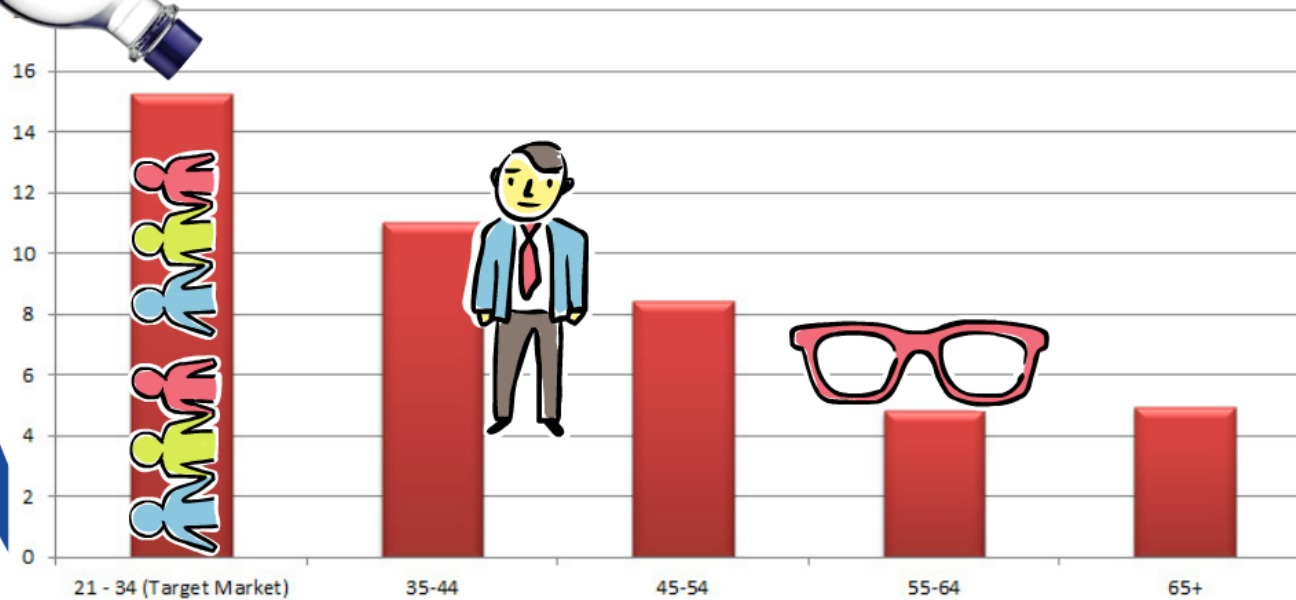
\*Price conscious and not loyal- hence important to position well





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Vodka Consumers by Age Group



# Targeting

SVEDKA offered “soft and silky drinkability” targeting:



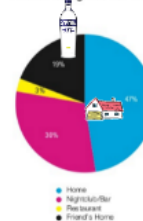
- **New Vodka drinkers** are willing to experiment
- **Upgraders**

The target market is **price-sensitive**, and the consumer perception was the look, quality and the origin of the vodka.

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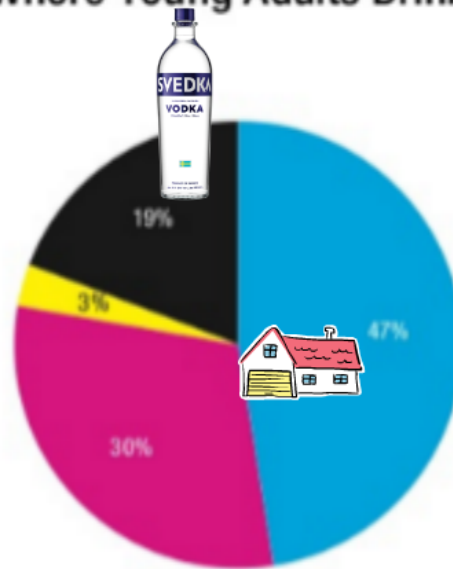
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Where Young Adults Drink



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Where Young Adults Drink



- Home
- Nightclub/Bar
- Restaurant
- Friend's Home



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*“Cheap Chic”* market  
positioning



Premium